

[illegible]

- 1 1. A method for determining whether to market an intellectual property asset, the method
2 comprising:
3 receiving a description of an intellectual property asset, the intellectual property asset
4 based at least in part on an innovation developed for an internal need; and
5 generating an assessment of the marketability of the intellectual property asset based at
6 least in part on the description of an intellectual property asset and a marketing criterion.